

# HOLY FAMILY MARKETING CHECK-BOX

**Event Coordinator:** \_\_\_\_\_

**Contact Info:** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_

ACTION by Event host	ACTION COMPLETED
<input type="checkbox"/> Design Flyer - send to bulletin@holyfamily.org <input type="checkbox"/> Bulletin (10 day lead) <input type="checkbox"/> Facebook-needs abbreviated flyer <input type="checkbox"/> Email / Eblast (director's discretion) <input type="checkbox"/> Website	<input type="checkbox"/> Flyer received and edited <input type="checkbox"/> Bulletin <input type="checkbox"/> no <small>Not enough lead time</small> <input type="checkbox"/> Facebook <input type="checkbox"/> Email / Eblast <input type="checkbox"/> no <small>Not applicable</small> <input type="checkbox"/> Website
<input type="checkbox"/> Write Paragraph Insert-(follow established examples) <input type="checkbox"/> Bulletin (10 day lead) <input type="checkbox"/> Facebook	<input type="checkbox"/> Paragraph Insert accepted <input type="checkbox"/> Bulletin <input type="checkbox"/> no <small>Not enough lead time</small> <input type="checkbox"/> Facebook
<input type="checkbox"/> Website Banner (abbreviated /linked material) <input type="checkbox"/> Secure Parish Highlights (books months in advance) <input type="checkbox"/> Create Parish Highlight (follow standards)	<input type="checkbox"/> Website Banner created and published <input type="checkbox"/> Booked Parish Highlights <input type="checkbox"/> Parish Highlight received / inserted
<input type="checkbox"/> Write Mass Announcements (by Thursday) 50 words or less send to fponnet@holyfamily.org	<input type="checkbox"/> Mass Announcement Accepted (discretion of the Liturgy Director)

**The following Marketing Guidelines contain additional information.**

# Holy Family Special Events And Event Marketing Guidelines

**CONGRATULATIONS** On planning your Holy Family Event! From a Ministry Meeting to a Parish-wide Gala, these Guidelines will assist you in planning your event and to help you to work with the staff more efficiently. From booking your event, to promoting it, to event support such as photography, please help us to help *you* by utilizing these guidelines and working with the staff accordingly. We wish you ongoing success with your event and Ministry! Blessings and thank you for all you do!

Activity Snapshot	Timeframe	Contact	Done
<b>Master Calendar Booking</b> Fill out the Master Calendar Booking Form at the front office...typically 6 months in advance ( <i>events/meetings cannot be booked during Saturday Vigil/Sunday Mass times or other large events</i> )	<b>ASAP</b> 6 months+ in advance, no more than 6 weeks from your event date	Nancy Bevins <a href="mailto:nbevins@holyfamily.org">nbevins@holyfamily.org</a> 626.403.6107	
<b>Parish Highlights</b> A limited number of full page ads limited to Holy Family Ministries booked via the master calendar.	Ideally request when booking master calendar. Ad is due 10 days prior to the publication of the Bulletin	Karen Whitney <a href="mailto:bulletin@holyfamily.org">bulletin@holyfamily.org</a> 626.403.6108	
<b>Bulletin Cover</b> Space is limited but consideration will be given. Ideally request when booking the Master Calendar. Submit in writing via email.	6 months prior to the event	<a href="mailto:bulletin@holyfamily.org">bulletin@holyfamily.org</a>	
<b>Bulletin Content</b> Encouraged for all events. Submit in writing via email--this applies for non-parish events as well.	For inclusion in Sunday Bulletin, content must be received 12 days from the publication Sunday (Wed)	<a href="mailto:bulletin@holyfamily.org">bulletin@holyfamily.org</a>	
<b>Announcements</b> Submit in writing via email or via phone for consideration.	Submit by Thursday prior to the Sunday you wish it announced.	Frank Ponnet <a href="mailto:fponnet@holyfamily.org">fponnet@holyfamily.org</a> 626.403.6116	
<b>Bulletin Ad</b> If appropriate, place an ad in the Advertising section of the Bulletin	Connect with contact	J.S. Paluch at 1.800.231.0805	
<b>Good News/E-blasts</b> Announces events and drives to website. Submit in writing via email	A minimum of 1 calendar month prior to the event date.	<a href="mailto:kwhitney@holyfamily.org">kwhitney@holyfamily.org</a>	
<b>Facebook</b> Time sensitive; best for save the dates and reminders Submit in writing via email	2 days prior to the date you wish to have it appear in the Facebook feed	<a href="mailto:kwhitney@holyfamily.org">kwhitney@holyfamily.org</a>	
<b>Website</b> Can be done quickly and will appear on the ministry sub-page. Submit in writing via email	1 week prior to the date you wish to have it appear on the website	<a href="mailto:kwhitney@holyfamily.org">kwhitney@holyfamily.org</a>	
<b>Welcome Center</b> Submit request in writing or call to book your Sunday. Ideally when booking Master Calendar	Materials due 2 weeks ahead of your booked Sunday.	Mary Schimmoller <a href="mailto:mschimmoller@holyfamily.org">mschimmoller@holyfamily.org</a> 626.403.6113	
<b>PR</b> For Large events. Submit in word document via email attachment to local media outlets	Varies by publication;	See detailed list at end of document	

## Detailed Guidelines

**Holy Family Rubric for Scheduling Parish Life.** A Rubric has been established to set up some qualifying factors to ensure that marketing and special events follow a priority plan that is contiguous with the goals and the Mission of the Parish.

**Have you booked your Event on the Master Calendar?** The first step in planning any event is to make sure that there is no other event that will conflict with your date and preferred location. Please fill out the **Master Calendar Booking** form, available at the front desk. Nancy Bevins, Assistant to the Parish Life Director, will check the Master Calendar and get back to you with confirmation or any conflicts. Events/meetings will not be booked during the Saturday Vigil /Sunday Mass times nor other large events.

## Event Marketing Guidelines

### **Parish Highlights**

The Parish Highlights pages are the full page ads towards the back of the bulletin. Parish Highlights are booked on the Master Calendar through Karen Whitney, Communications Director. Ideally request when you are booking the Master Calendar. The Parish Highlights pages are limited to Ministries within Holy Family. Typically, the Parish Highlights pages are due 11 days before the publication date of the bulletin.

### **Bulletin Cover**

Twice a year, the Communications Team meets to brainstorm bulletin cover ideas. We review the bulletin covers for the past couple of years, cross referencing the liturgical calendar, and come up with a list of cover ideas. We take into consideration upcoming special events that we are aware of and any Ministries that have requested special attention or that we would like to feature. The list is compiled in such a way that it can be manipulated or adjusted to accommodate a moderate amount of future requests. It is then reviewed by the Directors. To request a bulletin cover for a given Sunday, the request must be submitted 6 months prior to that week, ideally when you book the Master Calendar. The request will be taken into consideration against any pending requests for that week and evaluated against the Holy Family Parish Hierarchy of events. Please submit your request in writing, via e-mail, to [bulletin@holysfamily.org](mailto:bulletin@holysfamily.org).

## **Bulletin**

The bulletin is produced on a weekly basis. Bulletin content is most welcome and will be published according to the Holy Family Parish Rubric and as space permits. All Ministries are important to us here at Holy Family! All Ministries are invited to submit content to the bulletin to promote upcoming events, meetings, or invitations to join the Ministry. Ongoing blurbs to promote the Ministry are also welcome and will be published according to the Holy Family Parish Rubric and as space permits. There is a weekly reminder sent out to frequent bulletin contributors to generate content. To be added to the weekly reminder e-mail list, please submit your request to [bulletin@holyfamily.org](mailto:bulletin@holyfamily.org) including the e-mail address you would like your weekly reminder to be sent to. For the most part, content is due 12 days before the publication date of the bulletin (Sunday). During the holidays the bulletin deadline for submissions may be more than 12 days. Along with the reminder, a schedule of the next few weeks of deadlines for bulletin submissions is included, as well as any changes in policies or procedures. All content must be submitted digitally, via e-mail, in accordance with the deadlines. Faxes, hand written notes, and computer print-outs will no longer be accepted. Please submit your request in writing, via e-mail, to [bulletin@holyfamily.org](mailto:bulletin@holyfamily.org). For questions call 626.403.6108.

## **Announcements**

Announcements at Mass are coordinated through Frank Ponnet. To request an announcement for any given Sunday, the announcement must be submitted by the Thursday of that week for consideration. Please submit your request in writing, via e-mail, to [fponnet@holyfamily.org](mailto:fponnet@holyfamily.org) or via telephone at 626.403.6116.

## **Bulletin Ads**

The ads in the back of the bulletin are managed by the bulletin printer, J.S. Paluch. To place an ad in the bulletin please contact David LeBrun at J.S. Paluch at 626.394.7726.

## **Good News/E-Blasts**

The Good News is the Holy Family Electronic newsletter that goes out on a monthly basis. There are 2-3 events highlighted in each issue. The intent of the Good News/e-blasts is to inform parishioners of upcoming events and also to drive traffic to the website. To request coverage in the Good News, the request should ideally be submitted the calendar month prior to the event. The request will be taken into consideration against any pending requests for that month and evaluated against the Holy Family Parish Hierarchy. Please submit your request in writing, via e-mail, to [kwhitney@holyfamily.org](mailto:kwhitney@holyfamily.org).

## Facebook

Holy Family has a Facebook page! We are happy to include any event announcements and reminders on our FB page. Please remember that Facebook is time-sensitive and older items get pushed down further and further in the stream. Therefore it is a great vehicle for Save-The-Dates and reminders but should not be the primary way to promote events. Please submit your request in writing, via e-mail 2 days prior to the date you wish to have it appear in the Facebook feed to [kwhitney@holyfamily.org](mailto:kwhitney@holyfamily.org). All Ministries who are interested in creating their own Facebook page need to consult with Karen Whitney, Communications Director at [kwhitney@holyfamily.org](mailto:kwhitney@holyfamily.org) or 626.403.6108.

## Website

The Holy Family website is the most versatile marketing vehicle yet. Content can be posted quickly, without a lot of advanced notice or turn-around time. Please submit your content 1 week prior to the date you wish to have it appear on the website. All Holy Family Ministries are entitled to their own page of the website. Requests have been made for individual websites belonging to different Ministries. Holy Family is not able to accommodate such requests at this time, as we do not have the resources to create and maintain additional Ministry sites. Ministries are requested not to create their own sites so that we can keep all information under the same umbrella, but all ministries are welcome to their own page on the Holy Family website. Please submit your request in writing, via e-mail, to [kwhitney@holyfamily.org](mailto:kwhitney@holyfamily.org).

## Welcome Center

Each Ministry is encouraged to share information at the Welcome Center one or two Sundays a year. Ministry representatives are present for 20 min after the 8am, 9:30am, 11:15am Masses. It is a great way to recruit new members and volunteers, share your work with the church community and provide information to hand out about your ministry. Please provide the key information to the volunteer coordinator 2 weeks prior to your pre-booked Sunday; for the bulletin and Sunday morning mass announcement. Book your Sunday through Volunteer Coordinator Mary Shimmoller, 626.403.6113 or email [mschimmoller@holyfamily.org](mailto:mschimmoller@holyfamily.org).

## Non-Parish Events

Non-Parish events are most often advertised in the bulletin only. Generally the side columns of the bulletin feature events that are occurring outside the Parish, while the inside articles feature Ministry information and Parish events. This is not always the case and sometimes the Parish information overflows to the side columns depending on space. Content is due 12 days before the publication date of the bulletin. All content must be submitted digitally, via e-mail, in accordance with the deadlines. Faxes, hand written notes, and computer print-outs will no longer be accepted. Please submit your request in writing, via e-mail, to [bulletin@holyfamily.org](mailto:bulletin@holyfamily.org).

## Press Releases

Larger events can and should be marketed outside the Parish. We typically send press releases to the Tidings. A press release contains the basic who, what, when, where, how, and why of the event in a format that is easy to read and not too wordy. It is generally more acceptable to send a press release in a Word document as an attachment to an e-mail. The e-mail should be personalized to the editor or contact with a brief request to include the information in an upcoming edition of their publication. Following is a list of local media outlets for distribution of press releases.

<b>Media Outlets for Press Release Distribution</b>	
<b>Publication</b>	<b>Contacts</b>
<b>Pasadena Now (Online publication)</b>	James Macpherson <a href="mailto:editor@pasadenanow.com">editor@pasadenanow.com</a> or Candice Merrill
<b>Star News/San Gabriel Valley Tribune</b>	Calendar (need to send by the 15 <sup>th</sup> of the month prior) <a href="mailto:Sandy.mazza@sgvn.com">Sandy.mazza@sgvn.com</a>  Editor, Star News, Larry Wilson <a href="mailto:Larry.wilson@sgvn.com">Larry.wilson@sgvn.com</a>  Patt Diroll, Society, Special Events (try both emails) <a href="mailto:pattdiroll@charter.net">pattdiroll@charter.net</a>
<b>MountainViews-Observer</b> (Mountain View News merged Pasadena, Arcadia, Sierra Madre)	<a href="mailto:editor@mobserver.com">editor@mobserver.com</a>
<b>San Marino Tribune</b>	Editor & Sports Editor Mitch Lehman <a href="mailto:mitchlehman@earthlink.net">mitchlehman@earthlink.net</a>  Assistant Editor, News Kevork Kurdoghlian <a href="mailto:kev@sanmarinotribune.com">kev@sanmarinotribune.com</a>  Assistant Editor, Features Stacy Lee <a href="mailto:slee@sanmarinotribune.com">slee@sanmarinotribune.com</a>
<b>Arroyo Monthly</b>	Editor in Chief Irene Lacher <a href="mailto:editor@arroyomonthly.com">editor@arroyomonthly.com</a>
<b>South Pasadena Patch</b>	<a href="http://contribute.patch.com/">http://contribute.patch.com/</a>
<b>South Pasadena Review</b> <b>South Pasadena Now</b>	Bill Glazier, editor <a href="mailto:bglazier@southpasadenareview.com">bglazier@southpasadenareview.com</a>

<b>Pasadena Outlook/La Canada Outlook</b>	<a href="mailto:outlooknews@outlooknewspapers.com">outlooknews@outlooknewspapers.com</a>
<b>La Canada Valley Sun</b>	Calendar <a href="mailto:mcaruso@valleysun.net">mcaruso@valleysun.net</a>  Society, Jane Neely <a href="mailto:jvalleysun@aol.com">jvalleysun@aol.com</a>
<b>La Crescenta Valley Sun</b>	<a href="mailto:cveditorial@valleysun.net">cveditorial@valleysun.net</a>
<b>LA Times</b>	<a href="mailto:bret.israel@latimes.com">bret.israel@latimes.com</a> (Calendar editor)
<b>Crown City News (local cable news program)</b>	Chavel DeVine and Tami DeVine <a href="mailto:tami@crowncitynews.com">tami@crowncitynews.com</a>  <a href="mailto:cjd@crowncitynews.com">cjd@crowncitynews.com</a>
<b>Channel 56, cable nonprofit programming</b>	Michele Maglionico <a href="mailto:Michele@pasadena56.tv">Michele@pasadena56.tv</a>
<b>KPCC (local Pas/NPR radio)</b>	Hettie Lynne Hurtes <a href="mailto:hhurtes@kpcc.org">hhurtes@kpcc.org</a>
<b>Tidings</b>	Mary Casares <a href="mailto:MCasares@the-tidings.com">MCasares@the-tidings.com</a>

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